

Youth Entrepreneurship Guides



Old School Marketing - Flyers 101

Why use flyers?

Flyers are one of the easiest ways to spread the word about your business. Have a new product to promote? Are you going to be selling at an upcoming event? Want to encourage your friends and family to buy from your company?

Then create a flyer!

Flyers spread the message of your company. Rather than talking to 100 people, you can promote your business by sharing stacks of flyers at local businesses or leaving them in your booth/table at a high traffic sales event when there are too many people to communicate with at once.

They are also easy and cheap to design and print. You can customize them for each sales promotion or event.

Share your company benefits

So get creative and think of three things or BENEFITS that your business offers. Why would someone buy from your company and what does your product or service offer them that would convince them to purchase from you?

Does your product/service

- *Improve on something existing?
- *Start a new trend?
- *Offer better value and quality?

Describe what you do well and come up with fun ways to promote your company

*Note - Don't just offer cheaper pricing or you may find yourself in a price war with another company

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Interested in creating a flyer for your company? Here's what you'll need

- \$ - Computer, printer, and paper/foam board/poster board
- \$\$ - Printer
- Scrap paper/Online template

Here's what you need to include:

1. **Your Headline** - You need to focus the flyer on a phrase or slogan that draws your reader in. Why do they want to pay attention to your flyer and what is it that your business is offering?
2. **Business Name** - Think about a memorable name and make sure it includes what you do in the title. You'll want to reference your company name and your how your customer can contact you on the flyer. (But include less info than you would on a business card. It's easy for flyers to be passed to others who haven't met you in person)
3. **Color and Graphics** - Have FUN with this!! Make sure that people can see from a distance something interesting and exciting about your flyer. Use color paper. Use several graphics on the page. Make it fun, exciting and memorable
4. **Call to Action** - What do you want them to do? Are you having a special one day sale? Do you want them to visit your website for a new product you are selling? Give them something to do once they read the flyer.

Can you include:

- Short positive feedback or stories from your customers?
- Sample pictures of your product/service?

Before you print

- Make sure you proof read it for typos and spelling errors
- Include some white space - you don't want to have too many words or photos/graphics on your flyer